

**Subject:** RE: DTLA 2040 proposal -- feedback, next steps?

**From:** Estela Lopez

**Date:** 01/09/2017 03:57 PM

**To:** Shane Phillips <shanedphillips@gmail.com>, Marie Rumsey <MRumsey@ccala.org>, Jessica Lall <jessica@southpark.la>, Josh Kreger <josh@southpark.la>, Ellen Riotto <ellen@southpark.la>, Nick Griffin <ngriffin@downtownla.com>, Rena Leddy <rena@fashiondistrict.org>, Hilary Norton <HNorton@tpgre.com>, Blair Besten <blair@historiccore.bid>, Scott Bytof <scottbytof@ca.rr.com>, Mark Vallianatos <markvalli@gmail.com>, Jessica Wethington Mclean <Jessica.WethingtonMcLean@lacity.org>, "paul.habib@lacity.org" <paul.habib@lacity.org>, "ari.simon@lacity.org" <ari.simon@lacity.org>, "Ryan M. Leaderman" <rleaderman@linerlaw.com>

Bravo, Shane. I had already read your "short" version on FB and intend to dive into the longer one this evening. I want to stay in touch with you, as promised, on how we here in the Industrial District BID will be contributing to DTLA 2040.

One proposal: 7<sup>th</sup> Street as Downtown's missing east/west connector.

We've reached your same conclusion that DTLA has a north/south orientation, with no east/west thoroughfare designated for mobility or pedestrian enhancements. Our area has no share in the substantial transportation investment in DTLA. We have no bike lane, no Metro bikes, no DASH, anemic bus service, no rail. Heck, we don't even have crosswalks. Yet, 7<sup>th</sup> St. is a wide, 2-way straight line to Metro's 7<sup>th</sup> & Flower station, and could link together the Fashion District, Industrial District and Arts District to the rest of Downtown. Because almost no one parks on 7<sup>th</sup> St. in the Industrial District, we can reimagine the street with the improvements we desperately need without negatively impacting on-street parking.

Happy to join the conversation.

*Cordially,*

*Estela Lopez  
Downtown Industrial District BID  
725 Crocker St.  
Los Angeles, CA 90021  
213-228-8484*

**From:** Shane Phillips [mailto:shanedphillips@gmail.com]

**Sent:** Monday, January 09, 2017 2:57 PM

**To:** Marie Rumsey; Jessica Lall; Josh Kreger; Ellen Riotto; Nick Griffin; Estela Lopez; Rena Leddy; Hilary Norton; Blair Besten; Scott Bytof; Mark Vallianatos; Jessica Wethington Mclean; paul.habib@lacity.org; ari.simon@lacity.org; Ryan M. Leaderman

**Subject:** DTLA 2040 proposal -- feedback, next steps?

Hi all,

Over the past few months I believe I've spoken to almost all of you about the need for a more aggressive DTLA 2040 community plan update—one that includes more housing, better value capture, and greater flexibility. I've also been working on writing up my copious thoughts on the topic, and those are now published on my blog.

For the short, summary version, you can go here: <http://www.betterinstitutions.com/blog/2017/1/9/demand-more-dtla2040-community-plan-update-summary>

And for the much longer, 9,000 word post (which is maybe closer to a report), you can find it here: <http://www.betterinstitutions.com/blog/2017/1/9/dtla2040-community-plan-update-recommendations>

As I write in the posts, I put this together to help start a conversation and hopefully convince downtown stakeholders of the opportunity before us with this community plan update. How we shape that opportunity will be a group effort. My understanding is that City Planning will be holding a scoping meeting for the DTLA 2040 EIR in mid-February, so it'd be great if we can be organized enough to speak with one voice in demanding something bigger and more bold.

I'm not sure I'm the best person to organize everyone, and I'm certain that we're missing some potential partners (I don't really know anyone from the Arts District BID, Historic Cultural Neighborhood Council, or Skid Row organizations, for example). I'd really welcome everyone's input on how you think we should proceed, because we don't have much time. Our options will narrow once the EIR is underway, so the sooner we can get organized, the better.

Looking forward to working with all of you on a bold plan for DTLA's next 20 years,

